

ABSTRACT OF THE DISCLOSURE

When any one of a character/photo mode, a character mode, a photo mode, a print mode and a map mode is selected, an image processing section 103 in an image processing apparatus 1 performs an image process by allocating a usable memory capacity of a RAM 105 to a color conversion process, a discrimination process, a filter process and a tone process, which are included in an image process, in accordance with the selected mode. In this case, the image processing section 103 also allocates a processing time to the respective processes in accordance with the selected mode.